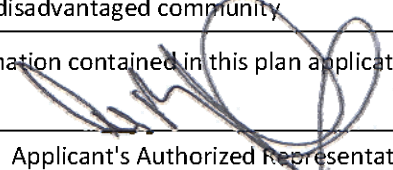


1. COMPLETED APPLICATION FORM

Applicant (Agency & address - including zip)			Proposed Date of Completion: February 2013	
			Grant Amount Requested: \$ 1,000,000	
City of Fullerton Community Development Dept. 303 W. Commonwealth Avenue Fullerton, CA 92832			Check one	
			City	<input checked="" type="checkbox"/>
			County	
			MPO	
			COG	
			RTPA	
			JPA	
			Joint Proposal	
If Joint Proposal, list participating entities/ contact person:				
Lead Applicant's Name: City of Fullerton				
Title of Proposal (summarize the deliverable to be funded by this grant) City of Fullerton Downtown Core and Corridors Specific Plan (DCCSP)				
Applicant's Representative Authorized in Resolution			Person with Day to Day Responsibility for Plan	
Name: Al Zelinka, FAICP, CGBP, CMSM			(if different from Authorized Representative)	
Title: Director of Community Development			Name: Heather Allen, AICP, CGBP	
Phone: 714-738-3347			Title: Planning Manager	
Email: alz@ci.fullerton.ca.us			Phone: 714-738-6884	
			Email: HeatherA@ci.fullerton.ca.us	
<i>Check all of the following that are incorporated or applicable to the proposal:</i>				
Focus Area			Program Objectives	
<input checked="" type="checkbox"/>	Focus Area # 1		<input checked="" type="checkbox"/>	Applying for 20% EDC set aside
	Focus Area # 2			
	Focus Area # 3		<input checked="" type="checkbox"/>	Improve air and water quality
Eligibility Requirements (mandatory)			<input checked="" type="checkbox"/>	Promote public health
<input checked="" type="checkbox"/>	Consistent with State Planning Priorities		<input checked="" type="checkbox"/>	Promote equity
<input checked="" type="checkbox"/>	Reduces GHG emissions on a permanent basis		<input checked="" type="checkbox"/>	Increase affordable housing
<input checked="" type="checkbox"/>	Collaboration requirement		<input checked="" type="checkbox"/>	Increase infill and compact development
Priority Considerations			<input checked="" type="checkbox"/>	Revitalize urban and community centers
<input checked="" type="checkbox"/>	Demonstrates collaboration & community involvement		<input checked="" type="checkbox"/>	Protect natural resources and agricultural lands
<input checked="" type="checkbox"/>	Addresses climate change impacts		<input checked="" type="checkbox"/>	Reduce automobile usage and fuel consumption
<input checked="" type="checkbox"/>	Serves as best practices		<input checked="" type="checkbox"/>	Improve infrastructure systems
<input checked="" type="checkbox"/>	Leverages additional resources		<input checked="" type="checkbox"/>	Promote water conservation
<input checked="" type="checkbox"/>	Serves an economically disadvantaged community		<input checked="" type="checkbox"/>	Promote energy efficiency and conservation
	Serves a severely disadvantaged community		<input checked="" type="checkbox"/>	Strengthen the economy
I certify that the information contained in this plan application, including required attachments, is complete and accurate				
Signature: 			8/26/2010 Date	
Print Name and Title: Al Zelinka, Director of Community Development				

2. PROPOSAL SUMMARY STATEMENT

The City of Fullerton requests a \$1,000,000 grant from the Sustainable Communities Planning Grant and Incentives Program to fund the preparation of the Downtown Core and Corridors Specific Plan (DCCSP). The City is applying for funds from Focus Area #1 (Local Sustainable Planning), as well as the prioritized funds for economically disadvantaged communities.

Downtown Fullerton has evolved largely without the guidance of a community-based vision and strategic implementation program. Decisions have occurred on a project-by-project basis and unintended consequences have resulted from initiatives that inadequately considered other factors. In addition, the major entry corridors into Downtown Fullerton have emerged as auto-dominated streets that lack a strong sense of place; discourage walking, bicycling and transit; and create a negative perception of the City. As a result, the Downtown and its entry corridors have not achieved their full potential.

Based on its innumerable assets, including its rich historic structures, multi-modal transportation infrastructure, infill and reuse opportunities, and vibrant and diverse neighborhoods, the DCCSP area has the potential to become a premier destination to visit while being a great place to live, work, and raise a family. The Downtown has already emerged as a regional transit center, as it is currently served by regional commuter rail (Metrolink), Amtrak, and Orange County Transportation Authority (OCTA) bus service. In addition, the California High Speed Rail Authority is evaluating the opportunity to develop a high speed rail station in Downtown Fullerton. There is also a potential opportunity to connect the DCCSP area to the Metro Rail Gold Line extension to the City of Whittier. The major entry corridors to the Downtown also have the potential to be revitalized as green, multi-modal avenues and boulevards that include mixed-use developments, housing, and attractive streetscape elements that facilitate the movement of pedestrians and bicyclists from neighborhoods to Downtown destinations and regional transit facilities. A coordinated and strategic plan is necessary to evaluate and capitalize on all of these opportunities. The current zoning standards for properties within the DCCSP area also need to be updated to allow and encourage compact, urban development patterns. The Specific Plan is the best tool to establish the vision, policy framework, implementing programs, and zoning and design standards to transform the DCCSP area into a sustainable community that capitalizes on its assets and opportunities.

The City of Fullerton has estimated the cost of the DCCSP and associated environmental impact report (EIR) at \$1,400,000. To date, the City's Capital Improvement Program (CIP) has allocated \$322,270 to the effort. To proceed with this project in the immediate future, the City of Fullerton needs grant assistance from the Sustainable Communities Planning Grant and Incentives Program. A full grant from the Sustainable Communities Planning Grant and Incentives Program would allow the City to fund the Specific Plan with the \$1,000,000 grant and fund the EIR with the allocated CIP funds (\$322,270). The remaining budget gap (\$77,730) would be filled with money from the City's general fund or by reallocating money from other CIP projects. Without grant funding, the preparation of the Specific Plan will likely be delayed until an additional funding source is identified.

Through a community-based planning process, the City of Fullerton is confident that it can create a Specific Plan that will guide the transformation of the area into thriving and sustainable districts and neighborhoods that meet the diverse needs of residents, businesses, employees and visitors. With an ideal location and setting for compact, mixed-use and transit-oriented developments, and a City committed to innovation and sustainability, the Specific Plan will achieve the intent of Focus Area #1 of the Grant Program: "Support the development and implementation of effective and/or innovative plans that support the state's AB 32 Green House Gas emission reduction targets and implement SB 375, while creating sustainable communities." With recent specific plan experience and an emerging reputation as a sustainable City, including a recent Catalyst Project Gold Designation for the California Sustainable Strategies Pilot Program, the City of Fullerton has the expertise and skills to prepare a successful project.

3. PROPOSAL DESCRIPTION

A. INTRODUCTION

The DCCSP will establish a vision, framework, and strategies to revitalize the Downtown core and its major entry corridors. The DCCSP will be a vision-driven and implementation-focused document that is developed through the following three-phased building block process:

- **Phase 1: Understanding DCCSP Area:** This phase will answer the question “Where are we now?” by developing a solid baseline understanding of the DCCSP area and its surroundings. Site reconnaissance, review of existing information, and collection and analysis of new data and information will occur in Phase 1.
- **Phase 2: Developing the Vision for DCCSP Area:** During this phase, Fullerton residents, business owners, property owners, and stakeholders will answer the question “Where do we want to go?” This question will be answered by working side-by-side in an unprecedented local education and community involvement process to develop a vision for the DCCSP area. This process will create the framework to protect, preserve, and enhance the Specific Plan area’s built environment, natural environment, economy, and social fabric.
- **Phase 3: Completing and Implementing the DCCSP Area:** This phase will answer the question “How do we get there?” During this phase, an implementation program will be developed to move the vision to reality. New zoning, design standards, and sustainability programs will also be developed through the creation of a Specific Plan with a form-based regulating code. The Specific Plan will also include a phased infrastructure plan; financing strategy; economic development program; and promotion, branding, and marketing campaign.

The DCCSP is an excellent planning project that should be considered for first round grant funding for the following reasons:

- The DCCSP meets the Threshold Requirements of the Grant Program (see Section B)
- The DCCSP will implement all Program Objectives of the Grant Program (see Section C)
- The DCCSP achieves all Priority Considerations of the Grant Program (see Section D)
- Fullerton has the organizational capacity and leadership to implement the project successfully (see Section E)

B. THRESHOLD REQUIREMENTS

B.1 Consistency with State Planning Priorities

The DCCSP is consistent with the State’s planning priorities to promote infill development and invest in existing communities; protect, preserve, and enhance environmental and agricultural lands, and natural and recreational resources; and encourage location and resource efficient new development. The intent of the Specific Plan is to encourage reinvestment and infill development within Downtown Fullerton and its major entry corridors. The Specific Plan will evaluate opportunities to develop mixed-use, residential, and adaptive reuse projects within these infill locations.

As an urban infill and revitalization project within an existing community, agricultural land and natural open space will not be negatively impacted by the implementation of the DCCSP. In contrast, the DCCSP will help protect and preserve environmental and agricultural lands by channeling growth opportunities to an appropriate infill location that is served by transit, thereby reducing regional growth pressures in other greenfield locations. The DCCSP will also include a transfer of development rights (TDR) program. The TDR program will be designed to preserve environmental resources and

agricultural lands within the City, such as West Coyote Hills. The Specific Plan process will also explore opportunities to protect open space and agricultural land within other parts of North Orange County by evaluating the feasibility of a multi-jurisdictional TDR program with the North Orange County Economic Development Partnership (a collaboration between the cities of Brea, Buena Park, La Habra, Fullerton, Placentia and Yorba Linda). The TDR program will also encourage the reestablishment of agricultural uses within the DCCSP area by allowing property owners to transfer or sell development rights to other properties in the Specific Plan area in order to establish community gardens or orchards.

The DCCSP will encourage location and resource efficient development. As previously noted in the Proposal Summary Statement, the Downtown and its major entry corridors offer ideal locations for infill development, as they are served by an existing transit network that has the potential to be further enhanced with the development of high speed rail and the connection to the Metro Rail Gold Line extension. The DCCSP will also be developed with a comprehensive framework for sustainability that considers the built environment, the natural environment, the economy, and the social fabric of the community. Part of the sustainability framework will include standards, guidelines, and incentives to promote green buildings that are resource efficient. The Specific Plan's green building standards, guidelines, and incentives will be developed through a community-based process that considers programs established by the US Green Building Council, One Planet Community, Built Green, Build it Green, and other similar organizations.

The Specific Plan will also develop a program to facilitate the implementation of AB 811, which authorizes California cities and counties to designate areas where willing property owners can enter into contractual assessments to finance the installation of renewable energy systems and energy retrofits. This will help remove financial barriers to installing renewable energy systems within the DCCSP area, such as solar energy systems, solar water heaters, and small scale wind turbines.

B.2 Reduce Greenhouse Gas Emissions

The DCCSP will encourage the development of a mixed-use environment that encourages walking, bicycling, and transit ridership. Residents and employees will have the opportunity to access stores, businesses, services, parks, schools, and other amenities without an automobile. Residents within the area will also be able to use Metrolink, Amtrak, and OCTA bus service to commute to employment locations throughout Southern California. Enhancing the Downtown's entry corridors as attractive multi-modal avenues and boulevards will also encourage residents in surrounding neighborhoods to walk, bike, and take transit to the Downtown and regional transit facilities. By driving less, green house gas emissions and energy consumption rates will be reduced on a per capita basis. The DCCSP will also explore programs that reduce green house gas emissions, such as public bike programs, bike-n-ride facilities, car share programs, neighborhood electric vehicle programs, rickshaw/pedi-cab services, and shuttle services.

The DCCSP will include a comprehensive economic development program to encourage the growth of businesses and employment opportunities within Specific Plan area. Fullerton currently has a significant jobs-housing imbalance. Over 88 percent of Fullerton's employed residents commute to employment locations located outside of Fullerton. The DCCSP will identify strategies to promote business development within the Specific Plan area to improve the jobs-housing balance. By creating more employment opportunities locally, the DCCSP has the potential to reduce vehicle miles traveled and green house gas emissions by reducing the average commute of Fullerton residents.

The DCCSP will include a historic preservation and adaptive reuse strategy. According to the website of the National Trust for Historic Preservation, "Historic preservation can – and should – be an important component of any effort to promote sustainable development." The DCCSP's historic preservation program will help reduce greenhouse gas emissions by reducing the amount of energy required for demolition, site grading, and new construction efforts; reducing the amount of energy required to

manufacture new building materials; and reducing the amount of energy required to transport building materials from manufacturing sites (many of which are located overseas) to construction sites.

As previously noted in Section B.1, the DCCSP will include green building standards, guidelines, and incentives to reduce the energy consumption of buildings. Energy efficient buildings will help reduce green house gas emissions and create a more sustainable environment.

All of the above strategies are consistent with the requirements of AB 32 and SB 375, as well as the principles and strategies within the Southern California Association of Governments regional plan: *Compass Blueprint*. Indicators to measure the DCCSP's progress in reducing greenhouse gas emissions are included in Section 4.C.

B.3 Collaboration

The DCCSP process will involve a significant community involvement effort to establish a community-based vision for the Downtown and its entry corridors. The community involvement process will be designed to comply with the International Association for Public Participation's "Spectrum of Public Participation", which seeks to increase the level of public impact through a process that informs, consults, involves, collaborates, and empowers the public. The process will be implemented in six phases. Each phase will provide a variety of traditional and innovative ways for people to participate, including workshops, walking tours, focus group discussions, design charrettes, advisory committees, one-on-one stakeholder interviews, on-line surveys, and educational projects at local schools. Social media sites, such as Facebook and Twitter, will be used to promote the planning effort and to provide project information and updates. The use of on-line outreach programs will also be used to generate ideas and set priorities. Outreach materials will be prepared in English, Spanish, and Korean, and translation services will be offered at key public meetings and workshops. Stakeholder groups that serve underrepresented populations will also be targeted to insure that they have the opportunity to provide input and influence the plan's priorities, objectives, and strategies. Outreach events at local schools will also be conducted to engage youth in the planning process. The goal is to provide many ways for people to participate and engage in the process.

The City of Fullerton and the consulting team will collaborate with a number of stakeholders throughout the process, including property owners, residents, homeowners' associations, neighborhood groups, business owners, brokers, developers, community organizations (Neighbors United for Fullerton, Fullerton Positive, Ideas for Fullerton, Women's Club of Fullerton, Fullerton Collaborative, etc.), the Fullerton Chamber of Commerce, the Fullerton Downtown Business Association, California State University Fullerton, Fullerton College, Western State University College of Law, Hope International University, Southern California College of Optometry, Osher Life Long Learning Institute, local school districts, the Sierra Club, the County of Orange, OCTA, Metrolink, Amtrak, and the Southern California Association of Governments. Organizations will participate in workshops and focus group meetings, and will review and provide comments on work products and the draft plan.

The Southern California Association of Governments (SCAG) supports the City's efforts to prepare the DCCSP (see Section 6 for the collaboration requirement letter from SCAG). According to SCAG, the preparation of the DCCSP is consistent with the regional goals and principles of the Compass Blueprint, the regional plan prepared by the Southern California Association of Governments.

C. PROGRAM OBJECTIVES

The DCCSP will achieve all of the program objectives of the Sustainable Communities Planning Grant and Incentives Program. The major strategies and programs that will be included in the Specific Plan to

address the program objectives are described below. Indicators for measuring progress towards each objective are included in Section 4.C.

C.1 Objective 1: Improve air and water quality

As described in Section B.1 and B.2, the DCCSP will help improve air quality by implementing strategies to increase walking, biking, and transit; reduce vehicle trips and vehicle miles traveled; improve the local jobs housing balance; promote historic preservation; and develop standards, guidelines, and incentives to promote green buildings that are resource and energy efficient. To support these strategies, the DCCSP will include the preparation of a community-based vision and framework plan for pedestrian and bicycle mobility, streetscape enhancements, transit, parks and open space, and urban design. The Specific Plan will also include a form-based Regulating Code. The Regulating Code will be developed to implement the vision and framework plan. It will create a new system of zoning and design standards that allow developers and the City to build projects that are aligned with the community-based vision. The Regulating Code will provide zoning and design standards for private properties as well as public streets and public spaces.

As an infill development project that would be served by local and regional transit systems and implement transportation demand management programs, the DCCSP will likely comply with goals of the State Implementation Plan for the South Coast Air Quality Management District.

The Specific Plan will include a comprehensive plan to address and improve water quality. Opportunities to incorporate low impact development (LID) practices for stormwater runoff will be incorporated into the plan. LID practices that are appropriate for a dense, urban setting will be explored and evaluated, such as roof gardens, rainwater gardens, cisterns, biofiltration systems in sidewalks and public spaces, filter strips in parking lots, and the use of pervious pavers. The water quality plan will identify water quality standards for private development and public streets and public spaces. Green street concepts will be incorporated into street standards for corridors and Downtown streets. As a result of these efforts, water quality in downstream drainages and creeks will be improved overtime as phased improvements occur. The LID practices implemented as a result of the DCCSP will help implement the general water quality strategies of the Integrated Regional Water Management Plan.

C.2 Objective 2: Promote public health

The DCCSP will include goals, policies, and strategies that promote public health and healthy communities. A healthy community strives to meet the basic needs of all, create and maintain a quality sustainable environment, provide adequate levels of economic and social development, and create supportive and respectful social relationships. The DCCSP will support the development of healthy communities by addressing issues of physical health, public safety and crime, and access to schools and park facilities. Strategies for addressing the other key components of healthy communities (economic development, social equity, affordable housing, air quality, water quality, etc.) are addressed under other applicable grant objectives sections.

The DCCSP's overall strategy to create a mixed-use environment that encourages walking and bicycling as a desirable form of transportation will help improve the physical health of local residents and workers. Strategies to calm traffic and make streets more pedestrian and bicycle friendly will be included in the DCCSP. These strategies may include widening sidewalks, planting street trees, providing on-street parking, narrowing vehicle lanes, installing paved crosswalks, installing flashing lights along crosswalks, installing bulb-outs, and installing bike lanes and sharrows (striping symbols that remind drivers to share the road with bikes). The Specific Plan will also identify programs that help improve the safety of children walking to and from school, such as Safe Routes to Schools and the Walking School Bus Program. These efforts will improve public health by encouraging walking and reducing vehicle accidents and dangerous collisions with pedestrians and bicyclists.

The DCCSP will include a framework for improving the parks and open space system within the Downtown. Enhancements to existing parks and the creation of new park facilities will provide opportunities for informal and formal exercise and physical activity. Playgrounds will be encouraged throughout the area to promote the public health of children. The City will also coordinate with local school districts to explore opportunities for joint use of recreational facilities and/or community gardens on school properties.

The DCCSP will explore opportunities to recreate agricultural systems within the DCCSP area. Policies and standards will be created to allow and encourage community gardens and orchards within parks and within the yards and courtyards of residential and mixed-use properties. Programs to improve access to fresh and locally grown produce will also be included, such as farmers markets, multigenerational gardening programs, produce exchange programs, and food coops. Gardening and improved access to local produce will help improve the public health of residents within the DCCSP area.

The DCCSP will create new opportunities for infill development and redevelopment. Revitalization efforts will address blight, create new activities, and reduce opportunities for crime. The Regulating Code will include standards and guidelines that require windows and entrances on building facades along streets and public spaces. This will provide opportunities for informal surveillance and “eyes on the street”, which helps reduce crime and improve the health of the neighborhood. The DCCSP will also provide program recommendations to reduce crime, such as Neighborhood Watch, Business Watch, and community policing programs.

The DCCSP will invite health organizations to participate in the planning process. Specific organizations that will be targeted include Fullerton-based St. Jude’s Medical Center, which has a Neighborhood Health Center that serves the economically disadvantaged communities in which the DCCSP area falls, as well as the California Center for Public Health Advocacy, which has a HEAL Cities Campaign that recognizes the linkage between city design, planning principles, and the prevention of obesity. By engaging these organizations, local health concerns will be identified and addressed through the planning process.

While not funded by this grant, the EIR for the DCCSP will address potential public health issues related to air quality, noise, hazards and hazardous materials, geology and soils, flooding, and traffic. Mitigation measures will be included in the EIR to reduce potential impacts.

C.3 Objective 3: Promote equity

As previously described in Section B.3, the community-based process for preparing the Specific Plan will include strategies to get input from as many members of the population as possible, including those that typically do not participate in public processes. Materials will be prepared in English, Spanish, and Korean, and translation services will be offered at key public meetings and workshops. Stakeholder groups that serve underrepresented populations will also be targeted to insure that they have the opportunity to provide input and influence the plan’s priorities, objectives, and strategies. The City’s goal is to create an equitable planning process that ultimately results in an equitable plan and equitable future for the DCCSP area.

The DCCSP will provide benefits to a diverse range of people living within the City of Fullerton, as the Downtown and its surrounding neighborhoods are relatively diverse in terms of race, culture, and age. The DCCSP will provide new opportunities for people to live and work in the area. Affordable housing strategies (see Section C.4) will be included to ensure that people of all income levels have the opportunity to live within the area. Projects that blend both market and affordable units will be encouraged to promote equity and class integration. Senior housing projects will also be encouraged.

The DCCSP will include economic and business development strategies that are specifically designed to target underrepresented population groups, such as immigrants and minorities. Programs may include micro-finance programs, community development corporations, and business incubators. The DCCSP will include recommendations to create new civic events and festivals within the Downtown. Events and programs that promote cultural diversity and ethnic heritage will be encouraged.

C.4 Objective 4: Increase housing affordability

A major goal of the DCCSP will be to increase housing opportunities within the Downtown core and its major entry corridors. The Specific Plan will identify opportunities to implement the City's affordable housing requirements under the Regional Housing Needs Assessment (RHNA). Strategies to develop affordable housing will include inclusionary affordable housing requirements and incentives, such as density bonuses, reduced parking requirements, provisions that allow additional building height if affordable units are included, and pre-approved plans and permit streamlining programs for accessory dwelling units. Opportunities for non-traditional forms of affordable housing, such as Katrina cottages, small lot single-family homes, and manufactured townhomes, will also be explored. Redevelopment funds will be available to subsidize affordable housing projects. The Specific Plan will also include recommendations to create partnerships with community development corporations, which are non-profit organizations that can construct affordable housing and provide housing services. Community development corporations have access to special funding sources and grants. By creating strategic partnerships, the City of Fullerton can leverage funds and create additional opportunities to make affordable housing more feasible within the DCCSP area.

C.5 Objective 5: Promote infill and compact development

As previously described in Section B.1, the intent of the Specific Plan is to encourage reinvestment and infill development within Downtown Fullerton and along its major entry corridors. Downtown Fullerton offers an ideal setting for infill development, as it is currently served by commuter rail (Metrolink), Amtrak, and regional and local buses (OCTA). The DCCSP will include a form-based code, which will establish building form standards for compact infill development projects that are appropriate for the context of the districts and neighborhoods within the Specific Plan area.

C.6 Objective 6: Revitalize urban and community centers

As described in Section B.1, the intent of the DCCSP is to encourage reinvestment within the Specific Plan area to revitalize neighborhoods and districts and to create a sustainable community center. The DCCSP will outline a comprehensive revitalization approach that is modeled on the principles of the "Main Street Four Point Approach" to commercial district revitalization. This community-based approach focuses on physical design, economic restructuring, organizational enhancements, and promotions as a framework for revitalization. The approach has been implemented in hundreds of communities throughout the nation and is recognized as one of the country's most successful economic development programs. Principles for transforming commercial corridors into mixed-use, multi-modal environments with green infrastructure will also be explored.

A variety of implementation tools will be analyzed and discussed within the Specific Plan. The tool of Redevelopment will be available to help implement the Specific Plan and to help finance projects that will generate positive change and generate further interest and investment within the community. Other tools that can be implemented by the City and the private and non-profit sectors will be analyzed in the DCCSP, such as business improvement districts, parking districts, landscape and lighting districts, "Main Street" non-profit organizations, and community development corporations.

C.7 Objective 7: Protect natural resources and agricultural lands

As previously described in Section B.1, as an urban infill and revitalization project within an existing community, agricultural land and natural open space will not be impacted by the DCCSP. In contrast, the

DCCSP will help protect, preserve, and enhance environmental and agricultural lands by channeling growth opportunities to an appropriate infill location that is served by transit. This will help reduce regional growth pressures in other greenfield locations. The DCCSP will also include a transfer of development rights (TDR) program, which will help protect and preserve open space within the City and other North Orange County locations.

Given its urban setting and context, the DCCSP would not be inconsistent with the California Wildlife Action Plan, Natural Community Conservation Plan, and the Surface Mining and Reclamation Act.

C.8 Objective 8: Reduce automobile usage and fuel consumption

As previously described in Sections B.2 and C.1, the DCCSP will encourage the development of a mixed-use environment that encourages walking, bicycling, and transit ridership. Residents and employees within Specific Plan area will have the opportunity to access goods, services, amenities, and regional transit facilities without an automobile. The DCCSP will also explore programs that further reduce automobile use, such as public bike programs, bike-n-ride facilities, car share programs, rickshaw and pedicab services, neighborhood electric vehicle programs, and shuttle services. By driving less, automobile usage and fuel consumption rates will be reduced on a per capita basis.

By creating a framework for a multi-modal transportation system within Specific Plan area, the DCCSP will be consistent with the overall vision of the California Transportation Plan, which is to have “a safe, sustainable, world-class transportation system that provides for the mobility and accessibility of people, goods, services, and information through an integrated, multimodal network that is developed through collaboration and achieves a prosperous economy, a quality environment, and social equity.”

C.9 Objective 9: Improve infrastructure systems

As required by State law, the proposed Specific Plan will include a phased plan to improve the infrastructure systems that serve properties within the Specific Plan area. Water, wastewater, stormwater, electricity, gas, and communications infrastructure systems will be analyzed, and a plan to improve infrastructure deficiencies will be included. The Specific Plan will also include a master plan to provide technology infrastructure to the properties in the Downtown. This plan will help make the Downtown a more attractive location for professional service and creative service firms. Financing measures and strategies will also be identified to help fund infrastructure improvements.

C.10 Objective 10: Promote water conservation

The DCCSP will include a comprehensive water conservation program and standards that require developments to demonstrate a “net zero” impact on the City’s existing water supply. The “net zero” approach is not new to the City of Fullerton, and is being proposed in the Draft Fullerton Transportation Center Specific Plan. The approach requires developers to fund water conservation projects in other locations of the City. The amount of water that is saved on an annual basis by the water conservation project is then transferred to the development project. For example, if a development project needs an average of 80 acre feet of water a year, the developer must fund a conservation project that creates an annual savings of 80 acre feet of water per year. This results in a “net zero” impact on the City’s water supply source. Types of conservation projects that could be used include the installation of low flow toilets, water less urinals, and efficient water faucets in older buildings; replacing irrigated grass with drought tolerant and California native plants; and constructing a wastewater treatment facility to reclaim wastewater and use it to irrigate golf courses or landscaping in place of domestic drinking water.

The DCCSP will also have green building standards, including standards for water efficient faucets, toilets, urinals, and shower heads. Guidelines and incentives will also be included to encourage recycled water systems within developments, which store rainwater and gray water (water from sinks and showers)

for landscape irrigation. In addition, landscaping standards will be provided to require drought tolerant plant palettes, efficient irrigation systems, hydrozoning, and other xeriscape landscaping techniques.

These strategies will help the State of California implement the policies and objectives of the Integrated Water Management Plan, including the State's goal to reduce water consumption by 20% by 2020.

C.11 Objective 11: Promote energy efficiency and conservation

As previously noted in Sections B.1 and C.1, The DCCSP will include standards, guidelines, and incentives to promote green buildings and landscapes that are resource efficient. The Specific Plan will also develop a program to facilitate the implementation of renewable energy generation systems and energy retrofits as allowed by AB 811.

C.12 Objective 12: Strengthen the economy

As previously noted in Section B.2, the DCCSP will include a comprehensive economic development program to encourage the growth of businesses and employment opportunities within the Downtown and to address the City's current jobs-housing imbalance. The program will be based on the vision for the Downtown, and will involve strategies to diversify the Downtown economy. Currently, the Downtown economy is largely based in dining, night-time entertainment, local government, and education. The Downtown economy has the potential to be diversified with professional services and creative services to generate more economic activity during the daytime business hours. The DCCSP will identify strategies to promote business development within the Downtown and along its entry corridors. Strategies will include, but are not limited to, business incubators, buy local campaigns, tourism-based business improvement district, business retention and recruitment strategies, community development corporations, microfinance programs, business co-ops, and branding/promotion strategies.

The development of residential apartments, condos, and townhouses within the Downtown and along its major entry corridors will also generate new economic activity. By increasing the local population, existing businesses will benefit from a larger customer base and the increased population will create additional demand for new goods and services.

D. PRIORITY CONSIDERATIONS

D.1 Collaboration

As previously described in Sections B.3 and C.3, the DCCSP process will involve a significant community involvement effort to establish a community-based vision for the Downtown and its entry corridors. Collaboration with the community and stakeholders is viewed by the City as a key element of success. The process will provide a variety of traditional and innovative ways for people to participate, and influence the plan and plan outcomes.

D.2 Climate Change Impacts

According to *Climate Change and the Future of Southern California*, a 2009 publication by the Southern California Association of Governments, inland populations within Southern California will be affected by climate change for several centuries. Inland areas, such as Fullerton, are expected to experience rises in average and extreme temperature, less annual precipitation, more flooding during El Nino seasons, increased power outages, and higher levels of smog. All of these changes will affect human health, the economy, the potential for flooding, and available water supplies. To address these issues, the Specific Plan will be prepared in the context of global warming. Recommendations, standards, and guidelines will be created based on the projected future climate of Fullerton, rather than its historical and current context. This approach will consider the following:

- The sizing of storm drain infrastructure in relationship to future flooding events caused by El Nino storms.
- The types of trees and plants that should be planted based on the assumption that temperatures (average and extreme) will rise for several decades in Fullerton.
- Building design standards and guidelines that reduce solar heat gain and reduce energy demands related to cooling buildings.
- Water supply requirements based on the assumption that Fullerton will receive less annual precipitation in the future.
- Strategies to be less dependent on the electrical grid to reduce economic losses during electrical blackout periods.

D.3 Best Practices

The DCCSP process and product will provide a variety of innovative and strategic practices that can be implemented in other communities throughout the State of California and the nation. Best practices will be provided in the following areas:

- Revitalization and redevelopment
- Water Conservation and Energy Conservation
- Sustainability Programs and Green Building Standards, Design Guidelines, and Incentives
- Downtown Parking Management Programs
- Corridor Enhancements
- Complete and Green Streets
- Economic Development
- Public Outreach
- Form-Based Regulating Codes
- Transfer of Development Rights
- Transit-Oriented Development and Development-Oriented Transit
- Public Health/Healthy Communities
- Community Gardens and Local Food Systems

The City of Fullerton will provide a project website to publish all project reports, presentations, and materials. This will provide other communities easy access to the best practices in the report. The City of Fullerton will also present the project at conferences and workshops hosted by professional organizations, such as the American Planning Association, National Main Street, USGBC, Urban Land Institute, California Downtown Association, California Redevelopment Association, League of California Cities, California Planning Roundtable, New Partners for Smart Growth, and Congress for New Urbanism.

D.4 Leveraged Funds

To date, the City of Fullerton Redevelopment Agency has allocated \$322,270 to the DCCSP and EIR. Since CEQA documents are not eligible for the Sustainable Communities Planning Grant and Incentives Program, the City of Fullerton proposes to use the Redevelopment Agency funds for the EIR, and use the \$1,000,000 grant for the Specific Plan. The remaining budget gap (\$77,730) would be filled with general funds or by reallocating money from other CIP projects. It is estimated that City staff will contribute an average of 12 hours per week to the DCCSP and EIR (1,248 hours of total staff time), which has an estimated value of \$62,400 (assuming an average employee cost rate of \$50 per hour).

D.5 Economically Disadvantaged Community

The DCCSP will create a strategic plan to revitalize Downtown Fullerton and its major entry corridors. A significant portion of the Specific Plan area (including the Downtown Core and the South Harbor Corridor) is classified as an economically disadvantaged community (see Section 7 for the locations and supporting economic data). A neighborhood to the southwest of the Downtown Core (the Richman Park

Neighborhood) is also classified as an economically disadvantaged community (see Section 7). These economically disadvantaged communities will benefit from redevelopment and revitalization projects, including new mixed-use and residential developments, affordable housing projects, infrastructure improvements, streetscape improvements, enhanced connections to the downtown and regional transit facilities, new businesses and services, and new parks and recreational facilities. These communities will also benefit from economic development programs and incentives that remove barriers and encourage sustainable improvements and projects within their communities, such as AB 811 (see Section B.1).

As previously described in Sections B.3 and C.3, the work plan includes an unprecedented community involvement strategy to create a community-based vision and Specific Plan. The residents, property owners, and business owners within the Economically Disadvantaged Communities will be actively involved in the DCCSP process, and will have multiple opportunities to influence the priorities, objectives, and framework for the Specific Plan.

E. ORGANIZATION CAPACITY AND LEADERSHIP

E.1 Experience of City Staff

The City of Fullerton has the organizational capacity and leadership needed to prepare a specific plan that creates a sustainable community and helps implement AB 32 and SB 375. Fullerton has emerged as a progressive community that is recognized for its revitalization, smart growth, and sustainability initiatives. In 2007, the City of Fullerton won the SCAG Compass Blueprint President's Award for the City of Fullerton Transportation Center. The award letter noted that the "City of Fullerton has been on the cutting edge of implementing the Compass Principles by creating transit-oriented development around the Fullerton Transportation Center long before it became popular."

Recently, the City of Fullerton has been recognized by State and Federal agencies for their smart growth and sustainability initiatives. The Environmental Protection Agency (EPA) selected the City of Fullerton as a finalist for their 2010 Smart Growth Implementation Assistance Program. EPA Region 9 has also invited the City to form a partnership to reduce the City's carbon footprint. This partnership will facilitate energy efficiency improvements and home energy retrofits in Fullerton's low-income communities, and incorporate sustainability, smart growth and climate action into Fullerton's General Plan update. In addition, the City of Fullerton, through its Fullerton Transportation Center Specific Plan, was awarded a Catalyst Project Gold Designation from the California Department of Housing and Community Development, California Department of Transportation (Caltrans), California Department of Conservation, and multiple other important State of California agencies.

Fullerton has a long history of successfully administering and implementing grants. The City's grant experience includes the following:

- **Community Development Block Grant (CDBG):** The City receives approximately \$1.5 million in CDBG funds annually. Funds are used for the City's housing rehabilitation program, infrastructure improvements, non-profit programs, and code enforcement programs.
- **HOME Program:** Fullerton has participated in the Home Program for several years. Funds have primarily been used to provide affordable housing through acquisition and rehabilitation of deteriorated properties and to provide financing for first time homebuyers.
- **Guarantees (Section 108):** Fullerton received a \$7.5 million Section 108 loan in June 2004 to address infrastructure improvements in the Richman Park Area.
- **Homelessness Prevention and Rapid Re-Housing (HPRP):** Fullerton received over \$620,000 through the HPRP stimulus program. Funds are used to assist those who are experiencing homelessness or at risk of becoming homeless.

- **Community Development Block Grant – Recovery (CDBG-R):** The City’s CDBG-R grant was approximately \$400,000. Funds were used to re-pipe an affordable housing project, with the majority of the grant going into street reconstruction.

Fullerton staff have recently prepared and processed two Draft Specific Plans: the West Coyote Hills Specific Plan and the Fullerton Transportation Center Specific Plan. The lessons learned from these two projects will help the City immensely as they prepare the DCCSP.

E.2 Key Staff Members

The main City Staff members that will be involved in the Specific Plan process include Al Zelinka, Director of Community Development; Robert Zur Schmiede, Redevelopment and Economic Development Director and Executive Director of the Redevelopment Agency; Heather Allen, Planning Manager; Julia James, Finance Director; and Linda Morad, Housing Programs Supervisor. Their experience with downtown revitalization, redevelopment specific plans, administering grant program, urban planning and design, and sustainability are described below.

Al Zelinka, Director of Community Development, is a Fellow of the American Institute of Certified Planners, a Certified Main Street Manager, a Certified Green Building Professional, and a member of the California Planning Roundtable. Al has over 20 years of professional experience in downtown and neighborhood revitalization, community outreach, urban planning, and urban design. Prior to working for the City of Fullerton, Al was the Director of RBF Consulting’s Urban Design Studio. As a consultant, Al has prepared over 50 downtown and neighborhood revitalization plans and strategies throughout the Western United States. Al is a nationally recognized revitalization expert, a published author, speaker, and educator. His experience and expertise will help guide a successful process for the DCCSP project.

Robert Zur Schmiede, Redevelopment and Economic Development Director and Executive Director of the Redevelopment Agency, is a member of the American Institute of Certified Planners and has over 32 years of professional experience in downtown and neighborhood revitalization, redevelopment, and urban planning. Prior to joining Fullerton in August 2004, he served 4 years with the Long Beach Redevelopment Agency as Redevelopment Officer and 15 years as Redevelopment Manager with Anaheim Redevelopment Agency. He also has experience working as a town manager and staff manager, as well as experience working for private developers.

Heather Allen, Planning Manager, is a member of the American Institute of Certified Planners, a Certified Green Building Professional, and a Certified Public Accountant. Heather has over 8 years of professional experience in community outreach, urban planning, and project management. Heather also provides staff support to the City’s Energy and Resource Management Committee. Prior to joining the City of Fullerton, Heather worked as an auditor with Price Waterhouse and as an accountant with firms in the freight and technology sectors.

Julia James, Finance Director, has over 25 years of municipal finance experience, including 16 years of experience as a Director with five different agencies. Julia has managed budgets of over \$200 million, including numerous Federal, State and local grants. Prior to working in Fullerton, Julia served as Finance Director for the City of South Gate, where she was assigned the task of Project Manager for the General Plan update. The Plan, adopted in December of 2009, was one of the first “form-based” comprehensive plans with a Healthy Community Element adopted in the US.

Linda Morad, Housing Programs Supervisor, has worked for the City of Fullerton for 29 years with 24 years in the Housing Division. She is a member of local and countywide housing and homeless related committees and collaboratives. Linda administers several grants for the City, including Community

Development Block Grants, HOME funds, project specific Redevelopment Set-Aside funds, and three stimulus grants from the federal government.

E.3 Consulting Team

The DCCSP will be prepared by a team of consultants in collaboration with City Staff. The City of Fullerton has released a Request for Expressions of Interest for Consultant Services for the DCCSP. The Expression of Interest will allow consultants to identify teaming partners and formulate strategic teams to pursue the project. To date, over 100 local and nationally recognized firms have expressed interest in the project. If the grant is awarded, The City of Fullerton intends to release a Request for Proposals (RFP) in late 2010 or early 2011 for the DCCSP. A committee will evaluate the proposal and will identify the top teams to be interviewed. Through the RFP and interview process, the City of Fullerton is confident that a team of highly qualified professionals and experts will be selected to create a successful Specific Plan.

The City of Fullerton will also hire a dedicated project manager to serve as an extension of City Staff. The Project Manager will have experience managing public participation programs, large and complex Specific Plans, form-based codes, and EIRs. The use of a dedicated project manager will help insure that the DCCSP process is managed efficiently in accordance with the project schedule and budget.

E.4 Budget and Schedule Management

The DCCSP and EIR will be completed within a two year schedule. As part of the RFP and interview selection process, each team will need to provide a description of their project management approach. The description will provide sufficient evidence that the project manager and project team have the availability within their existing and projected schedules to complete the process and products within a two year timeframe. Prior to approval of the consultant's contract for the project, the City of Fullerton will work with the selected consultant to develop the final scope of work, budget, and schedule for the project. All assumptions related to the schedule will be reviewed and agreed upon by all parties. Critical path items will be highlighted and tracked to insure that the project proceeds as scheduled. Each firm within the consultant team will be asked to include adequate time and budget for product reviews and revisions. Reserved contingency fees of 10% to 20% will also be requested by the RFP. Contracts will specify that the contingency fees may only be used for items that are clearly outside of the original scope of work, based on approval by the Director of Community Development. Consultants will be told that there are no additional funds to complete their scope items, and all work products and revisions must be completed within the allocated budget. The City will reserve the right to reallocate contingency funds to other tasks and consultants if necessary.

E.5 Implementation

Many communities prepare specific plans that are not implemented due to a lack of resources. This will not be the case for the DCCSP. The City of Fullerton has resources to implement projects, including tax increment financing from the Redevelopment Agency and CDBG funds. The City of Fullerton is also working with the Downtown business community to explore the feasibility of creating a Business Improvement District, which would generate funds for Downtown enhancements and programs. The City will also be implementing a paid parking program in the near term future, which will provide a new source of income to implement improvements and programs in the Specific Plan area.

F. Conclusion

In conclusion, the DCCSP provides a great opportunity to advance the objectives of AB 32 and help implement SB 375 by creating sustainable districts and neighborhoods within DCCSP area. The DCCSP meets the grant's Threshold Requirements, implements all Program Objectives, and is consistent with all Priority Considerations for grant funding. To advance this locally and regionally significant planning effort, the City of Fullerton respectfully requests first round grant funding for \$1,000,000.